



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract # 339728

Schedule Dates 11/04/12-11/05/12
Advertiser Pol/Iss/Fight for the Dream (17116)
Agency/T-Code Strategic Media Services (1349)/958114894
Product Political - Issue (1068)
Brand ISS/FIGHT FOR THE DREAM (140585)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name BANCROFT, DUABE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments FIGHT FOR THE DREAM
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 11/02/12
Last Modified 11/02/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06402567
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,695.00
Net Total \$9,605.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Nov. 2012 4 \$11,300.00
Grand Total: 4 \$11,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:28A- Channel 11 News 430A	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 430A-SA/1	11/2/12
2.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	11:59A- Channel 11 News At Noon	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NOON NEWS/2	11/2/12
3.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5P- 5:30P (EST)	1	1							1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 5-530P/3	11/2/12
4.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130p	1							1	1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	LATE NEWS FLW FB	11/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract # 339658

Schedule Dates 11/03/12-11/06/12
Advertiser Po/Iss/Fight for the Dream (17116)
Agency/IT-Code Strategic Media Services (1349)/958114894
Product Political - Issue (1068)
Brand ISS/FIGHT FOR THE DREAM (140585)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name BANCROFT, DIANE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments FIGHT FOR THE DREAM
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 11/01/12
Last Modified 11/01/12
Entered By Deb O'Keefe
CO-OP Yes
Headline # 06402100
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,879.50
Net Total \$10,650.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Nov. 2012 5 \$12,530.00
Grand Total: 5 \$12,530.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:58A- Channel 11 News 5am	1		1						1	\$830.00	\$830.00	Pittsburgh (WPXI)	5a News/1	11/1/12
2.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	7A- Today Show	1	1	1						2	\$1,600.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/2	11/1/12
3.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	JEOP/3	11/1/12
4.0	Normal Line / Preempt	11/03/12-11/03/12	2	:30	6P- 6:30P (EST)							1			\$1,000.00		Pittsburgh (WPXI)	P/E PGM CHG/ SAT 6P NEWS/4	11/1/12
4.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Program Change/Exception	
5.0	M/G For 4.0.1 / Sports- Local Pro	11/03/12-11/03/12	5	:30	2:30P- Pitt/Notre Dame Pre Game							1		1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	PTT ND/4	11/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.